

12

KEROPIEK

1000

1000

The Three Musketeers of Mimeograph

*—working “All for One, One for All” to give business or institution
clearer, cleaner, more permanent copies in stencil duplication*

Smoothly, effortlessly The Mimeograph Machine clicks off its copies...

Made with that solid, real-metal, “You-can-work-me-all-day-and-all-night-and-I’ll-love-it” feel...

Your two fingers can spin it, or electricity will do it for you...

You can put in the paper, or it can feed itself... and count the sheets, too.

—and there are a dozen different Mimeograph Machines at a dozen different prices!



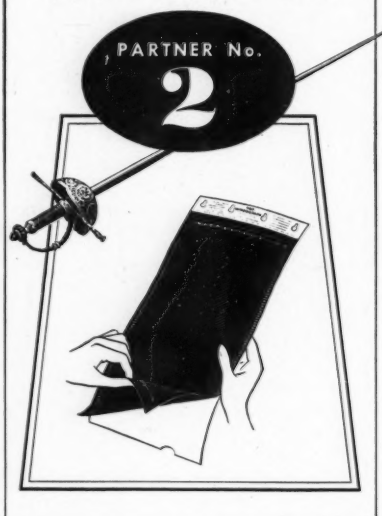
Midnight blue—so easy on eyes...

Clean, unsticky—so easy on hands...

Sealed to its backing to keep fresh till unsealed—so easy to type on, cleanly...

The Mimeograph Stencil Sheet, prepared, is the Master Pattern of what one wants to say to many...

That’s why we’ve spent years perfecting it—so your touch and typewriter can re-create for duplication exactly what you were given to duplicate!



Black with richness of crushed velvet

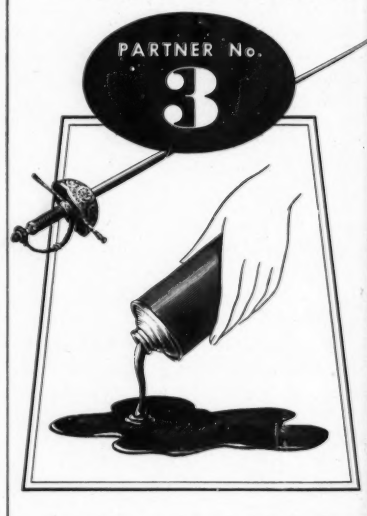
Black with permanence that laughs at Old Man Time...

Black with easy legibility that says, “Eyes read!”...

Mimeograph Black Inks, of course...

They’ll flow as efficiently in February as they flow in July...

And there are enough Mimeograph Colored Inks to reproduce seven Easter Eggs, all in different colors!



This Partnership of Products, branded for your protection, are partners in any business or institution where there are one to hundreds of duplicating needs... For large user or small, The Mimeograph Machine, with Mimeograph Stencil Sheets and Mimeograph Inks, does the jobs faster, more legibly and more economically.

Mimeograph

Mimeograph is the trademark of A. B. Dick Company, Chicago, registered in the United States Patent Office. Call the Mimeograph distributor in your city for Mimeograph prices and applications.

REPORTORIAL :

LAST APRIL doesn't seem so long ago . . . but when we put the last period on this page, the twelfth monthly issue of this fresh magazine of the mails will be completed. The first year is the hardest . . . and a lot happens. Circulation growing gradually . . . adding *Postage* and the *Mailbag* . . . starting the long-planned Direct Mail Center just in time to be in the first year.

And the *Center* started on March 6th. Other papers, including *New York Times*, have been generous in their publicity. Visitors have been generous in their voiced approval: letters have wished us luck: flowers from George Randall of Burland Printing, Leo Joachim of *Printing News* and from D.M.A.A. Executive Committee . . . made the opening days more colorful.

The Cover gives you an idea of part of this new Direct Mail Center . . . now getting its baptism of critical inspection. "This month in *Direct Mail*" will be changed each month to show all material described in *The Reporter*. The Direct Mail Leaders, carefully indexed, have a section of their own. There are other special displays of House Magazines, Cut-Outs, Processes, Supplies, etc. Plenty of books on the shelves.

I think this twelfth issue reflects in a way the aftermath of two or three nights of pushing thumbtacks into "This Month". Realizing now, as never before, the value of simple, visual, concrete demonstration, your reporter from now on will probably be more descriptive, and more explicit. Start with Jules Paglin on page five and see if you notice the influence of sore thumbs.

Trying to explain the Direct Mail Center, and this issue . . . reminds me of the story I picked up in *The Teller*, h.m. of United States Check Book Company, 1309 Howard Street, Omaha, Nebraska. Here it is:

"What a strange-looking cow!" exclaimed the sweet young thing from Chicago. "But why hasn't she any horns?"

"Well, you see," explained the farmer, "some cows is born without horns and never had any and others shed theirs, and some we dehorn, and some breeds ain't supposed to have horns at all. There's a lot of reasons why some cows ain't got horns, but the reason why that cow ain't

THE REPORTER WITH POSTAGE AND THE MAILBAG

Edited by Henry Hoke, assisted by associate reporters all over the world

CONTENTS

MARCH, 1939

VOL. 1, No. 12

Cover	J. Florian Mitchell
Time Tie-Ups	4
The American Way: Jules Paglin	5
Regaining Lost Customers!	9
News About D.M.A.A.	9
The Missing Link	10
Sex Storm Still Raging!	11
A Gold Palm to Barrett	12
Sampling by Process	13
A Letter Worth Reading	14
A Statement About Direct Advertising	16
Color is Making Headway!	18
A Gallery of Direct Mail	22
The Very Idea: Sam Slick	24

The Reporter, with Postage and the Mailbag, is published by Henry Hoke, publisher, 17 East 42nd Street, New York City. Subscription price, \$3.00 a year. Entered as second class matter November 12, 1938 at the Post Office at New York, N. Y. under the Act of March 3, 1879.

got horns is because she ain't a cow—she's a horse."

It reminded me, too, of some of the useless and long winded explanations made by advertising copy writers, who could say it a lot shorter. And speaking of stories . . . I shouldn't mention him again for a while, but I do like the regular Sunday letters I get from that fellow under a palm in Florida. Everybody should have at least one person who will write letters that totally disrupt serious thought—such as this interlude from last Sunday, which followed three short paragraphs about business:

"Robins raising hell round here this morning. Scandal rears its ugly head to mar the peace and quiet of Sunday on the farm. Couple of middle-class respectable robins have had an apartment right outside my office for a month or more.

Yesterday morning Mrs. R. presented papa R. with four fine eggs. Papa pro-

ceeded to get polluted but brought home a fat juicy worm for mamma.

But . . . this morning, it seems, there was ANOTHER egg in the nest. A white one!! Father was flustered and all het up about the situation. Mamma R. calmed and consoled him by saying:

"Pipe down, papa, I did it just for a lark!"

But the other birds are doing a heluva lot of talking. I'll keep you posted on what happens. Too upset and excited to write more right now."

Which brings me close to the period. And to a line I heard the other night which should be burned into the hearts of ram-paging men. The world could get along with fewer battleships and airships . . . but it needs more partnerships. That about covers everything. The first year is over . . . and here's your (.)

H.H.



TIME TIE-UPS

4

Last month, your reporter praised the "unusual" and clever magazine-booklet which Ralph Snow used to tell his dealers about an advertising schedule in *Time* . . . and to show them advertising helps offered. Your reporter then learned that the White Motor Company produced 250,000 simulated *Time* magazines back in May 1934. And what's more—many other companies have backed up *Time* advertising by producing pieces which looked like *Time*, or which used the familiar cover design.

Among them were: Mill Owners Mutual Fire Insurance Company; Hotels Statler Company; Massachusetts Distributors, Inc.; Graton and Knight Company; Libbey-

Owens-Ford Glass Company; United Clay Products Company; Jones & Laughlin Steel Corp.; Whiteman's; Hiram Walker, Inc.; Nordberg Mfg. Company; United Brewers Industrial Foundation; Federal Motor Trucks; Aetna Fire Group; Allied Van Lines; Heine's Tobacco Company; Soft-Lite Lens Company; American Mutual Liability Insurance Company.

But after investigating all of them, we still think that Ralph Snow topped them all. The two weakest links in advertising. First, the follow up; second, the merchandising of national advertising. A study of the *Time* tie-ups would be profitable to many advertising managers.

THE REPORTER WITH POSTAGE AND THE MAILBAG

It was like pulling teeth . . . but your reporter finally induced Jules Paglin to tell his story about customer-cultivation for retail stores. Jules Paglin has been Advertising Manager and chief-cook-and-bottle-washer at Sam Bonart's, New Orleans, for many years. Made it nationally known by direct mail. In 1935, Jules added Porter's (men's wear store) to his activities. Since then, he has done a continuous cultivating job on old customers. He aims to revive annually as many old customers as there are live customers on the books. He never stops. None of his mail, except in rare cases, goes to prospects. He also "works" the cash customers a couple times a year. But let Jules tell it.

H. H.

THE AMERICAN WAY

By JULES PAGLIN

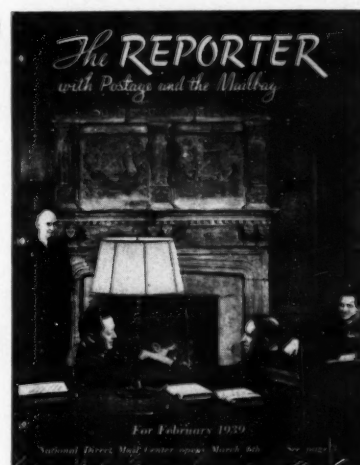
THE AMERICAN WAY is to wave Old Glory with fury for the regular charge customer of retailing but never sound the cry of good will for the cash customer in retailing. . . . The American Way is to toot the bugle and drums for all they are worth for the customer who doesn't pay his bills and makes complaints, but never a peep or a toot for the good customer who buys and buys and pays and pays and never kicks. . . .

The American Way is to beat the ground and the bushes for new business . . . and let the old customer die of inattention. The American Way is to send salesmen scurrying over the landscape to sell goods at high costs instead of sending out rifle fire direct mail to the whole list to build up a background for the product.

But of course The American Way has always been the way that was the most costly . . . the most wasteful, the most difficult. We just don't like to do it the easy way. America delights in pouring out its energy and resources on the ground. And Direct Mail is no more immune from this than anything else.

Gather a group of business executives together that represent retailer, manufacturer and wholesaler . . . ask them to whom they would prefer to direct a mail campaign to improve their business . . . and be amazed at the answer. This was once done before the Advertising Club. The question: If you were going to send out a direct mail campaign tomorrow where would you take your list from . . . Customer's Ledgers? New Prospects? Old Delivery Sheets? Telephone Directory or City Directory? Bought Lists? . . . and the final vote was 96% would use New Prospects . . . Telephone and other Directories . . . but a mere handful felt that their own customer's lists needed any work.

Two years ago a certain store submitted a campaign to the Direct Mail Leaders that they created for their old inactive accounts and when the records were checked for returns . . . even the owners were breathless. Such startling returns had never been heard of before. Recently a direct mail enthusiast was asked to examine the promotion problems of a jewelry store. He immediately went to the inactive account ledgers . . . and there before the owner's popping eyes showed that hundreds of customers who had bought as high as \$2,500 in a single purchase had been neglected for more than 18



THERE HAS BEEN so much discussion about the fireplace which appeared on our February cover . . . that we'll give the facts about it . . . not that it makes much difference one way or the other in the past, present or future of direct mail. The lower portion, from floor to 6'3", was obtained from an old castle in England—dating back supposedly to one of the King Charles'. It was imported by Stanford White and was in the family 21st Street home. James A. Stillman bought it years later and installed it in the dining hall of his apartment on 15th floor of old Manhattan Hotel . . . the quarters now occupied by the Direct Mail Center. So that's that!

Incidentally, don't ask us for another copy of the February issue. A headache for the past two weeks! Not a single, solitary copy left. We had to beg a copy for our files.

Send all your current direct mail to *The Reporter*. It might get a Gold Palm . . . or something else.

DOO-DADS AND BLOTTERS



YOUR REPORTER illustrates above tricky head used by Allan D. Parsons (Advertising), 646 North Michigan Avenue, Chicago, for his personal memorandum sheets. Size 4 7/8" x 6 3/4". Nice little extra note of originality.



The doo-dad note from Allan brought me a worth-reproducing series of blotters originated for the J. M. Ney Company (Fifty Leaders Winner in 1938). Designed for dealer distribution. Room for imprint. It is a relief to see a blotter series—so well planned and so perfect artistically and typographically. Blotters are too often an afterthought . . . and look it.

ROOM FOR IDEA SESSIONS!

YOU HAVE ALWAYS been pudding for me in that you and yours have been easy to take, yet I have waited to greet you at your new headquarters from mine and pass the check to pay my way for *The Reporter* and the Club for a year.

The real proof came the other day when I wanted to invite a half dozen fellows representing wholly unrelated industries to participate in an idea session. I found the promise of the Club and its auspices an inducement for their attendance. Representatives of Du Pont, U. S. Rubber, Talon, Fordyce & Websters, Lord & Taylor and lesser lights from my own staff, gathered and enjoyed the informality of the Library and—tarried to inspect and absorb the exhibit matter around them.

It was good fare from a genial host and my check now seems only a tip.

W. O. Conway, Managing Director
Spotlight, 551 Fifth Ave., New York, N. Y.



These Porter's folders are designed to catch attention either through personal touch or humorous appeal. The Couple of Heads . . . used at the time that these men were made department managers . . . they received considerable congratulations and some business. We work this personalized idea all the time; by postal cards with the men's pictures on them. The swatch blotter, telegram and return order card mailing are three ways to use swatches in selling. The telegram did a very good job . . . also the swatch blotter. Folders are used for the two sale events . . . one in January and one in July. The Showmanship folder with the barker did exceptionally well. We used the barker all through the store. The Bull-by-the-Horn was one of the best we ever had and brought us an increase of 40%. It just seemed to catch the fancy of the buyers. We used it over again in a follow up folder . . . in which we have the bull lying on his back and the copy read . . . "We take the bull by the horn and throw him for a loss." Give 'em humor boys . . . they love it.

months without a single effort being made to get business from them directly.

More than 100 executives of large distributing concerns in this country have been told this startling fact with 1% responding. The fact is that the customers on their books who have year after year . . . bought the goods . . . paid the bills . . . never kicked and been honest, loyal and enterprising customers had never received a single letter of thanks for their patronage in many a day. Even high powered executives agreed it was true . . . that they had never given a friendly word to their good customers but that the bad ones . . . the non-paying . . . the kickers . . . had reams of mail from the front office. And yet . . . after admitting the fact and being told of their inattentive interest to the gravy train in their business they have still ignored the warning. Only one out of the hundred odd companies have adopted the idea. . . . Yes, Yes, The American Way . . . is waste . . . and inattention.

What is the use of piling up more records about success in Direct Mail campaigns to inactive accounts? What is the use of letting the stores know how much a customer is worth in their own business? What is the use of saying that it costs 20 times more to gain a new customer than to regain an inactive old one? This story has been told and retold as many times as the story of Paul Revere by Jack Carr.

But in case you are interested, here are a few short facts about just such an effort. Recently a direct mail artillery man decided to lay down a barrage of activity to his inactive accounts. He was just taking over a dying business . . . it had to be revived. A picture of the inactive ledgers showed that they were three times in size of that of the active accounts. A campaign was begun. In four years they haven't spent \$500 on new accounts. Every single penny has gone toward reviving lost customers. Every single mailing has been directed to some customer who used to buy at the store and had quit. Today after four years, this store is on its way to profitable operation . . . and each year a vow is made that as many inactive accounts will be revived as there are total active accounts on the books during any one period . . . and they did it.

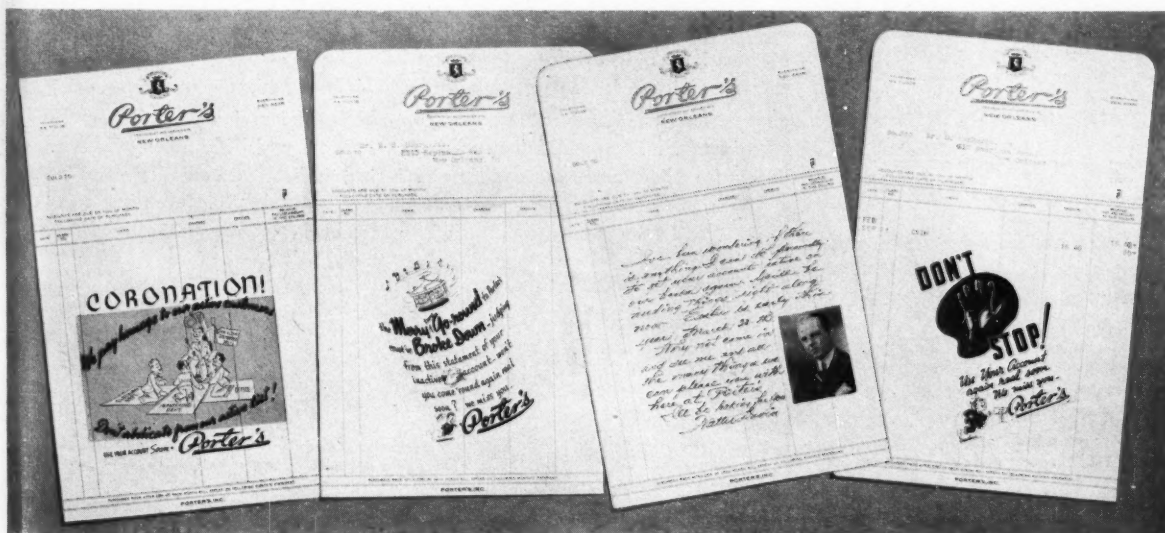
(Continued on Next Page)

Says Jules: These statement ideas are one of the best pullers we use. They go only to inactive accounts and we use them to catch attention. They work . . . They are timely and tied into the current song hit . . . or current news events . . . the coronation at the time of crowning the king . . . the Merry-Go-Round when that song was a hit and so forth . . . We use them almost every month instead of usual hackneyed typing on the statement.



YOUR REPORTER is four years behind the times in discovering this item . . . but we mention it because it may give you an idea. The National Screen Service published a series of ads in the trade papers. They created a lot of talk . . . even among some commentators in the press, because of their fresh and human appeal. After the series of 16 one-color ads had been run . . . all of them were reprinted in a 9 x 12 booklet—one ad to a sheet, and bound in black, title-embossed cover.

We have all seen portfolios containing ads to be run during a campaign—but, imagine printing afterwards. There's an idea for the advertising fraternity! Why not make our advertising so human, appealing, informative or what-not that they will be worth reprinting in booklet form a whole year later? Could you and you and you do it with yours?





AUTO BANDITS!

LAST MONTH, your reporter told about Ed Day's (Akron, Ohio) reverse English style in selling clothes. Joseph F. Neil, president, Neil's, Inc., Elgin, Illinois, sent us blotter (illustrated here) printed in black and orange (Illinois colors) to put across change of name, phone number, etc. It accompanied a mimeographed letter which read:

Announcement

Neil's FREE PARKING in rear of their store is for you. It's worry-free parking as there's always room.

For the next six months of this year we will discontinue stripping accessories from customers' cars that are parked here. We will again, however, after six months, with a few added features, start swiping gas, etc.

Knowing this, you still needn't worry when you use Neil's FREE PARKING SPACE—day and night, because we're telling you what to expect. In the meantime, for the coming six months, get used to using it. Our rear door has a bell—so don't walk around the block.

A "license" to use the parking space is enclosed.

P.S. This service was made possible by our huge "NO VOLUME" business last year.

* * *

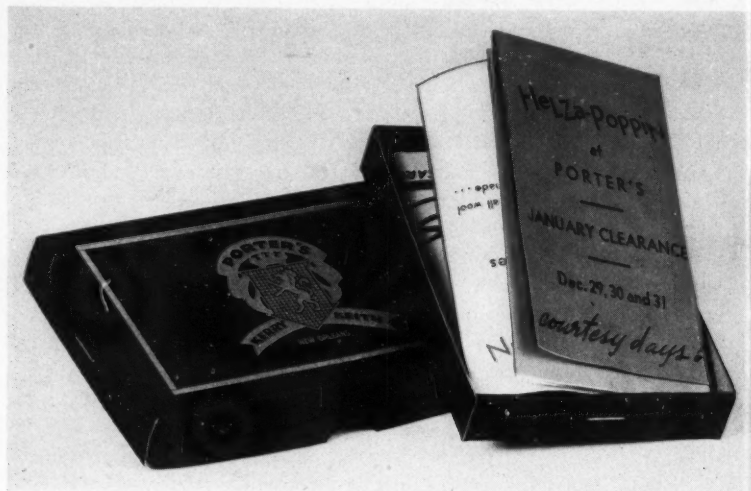
According to Jules Paglin and other experts, there is a crying need for more humor in advertising. Perhaps it is a natural reaction against the insincere radio "commercials" . . . and the super-serious ballyhoo of some national advertisers.

PHIL A. TELIC CAMPAIGN

THOMAS E. DONAHUE, The Envelope Corporation, 425 Brannan Street, San Francisco, California, sends your reporter four unusual pieces—samples of monthly mailings which have been going out for more than two years. Each month an attractively printed piece describes and illustrates some country, and a stamp of that country is tipped on the first page. The pieces are signed by Phil A. Telic. Good tie-up for an envelope house. An unending source of ideas. The customers and prospects like it.

GIVE THEM HUMOR

Jules reports that his was the "humdinger" of them all. Box 3½" x 5" made in exact imitation of a large suit box. Mailed with a tag tied to box . . . immediately after Christmas. Prospects thought they were getting a present from Porter's. Inside—a humorous 3½" x 4½" accordion folder—each fold with Hells-a-poppin on some item such as shoes or socks. Folder opened, 21 inches long, inside spread 21" x 12". Increased sales . . . 42%.



That is just one of a series. The Direct Mail Leaders Library abounds in winners who have used this method. The stories and case histories will amaze you.

How long are we going to keep on drawing on our reserves? How long are we going to call upon media of wide circulation to do more and more miracles with bolder type . . . larger sections . . . more color . . . and more tricks? We will never come to the end of our rope . . . but we will exhaust the total angles that any ingenious copy-writer, artist or circulation manager can create.

On the other hand let us go the long hard road again . . . let us see that a new and fresh approach to our good old friends . . . the regular customers, is simple, direct and interesting. Let us realize that our cash customers in retailing never get a break . . . They never get on the regular list . . . they never hear about your bargains . . . your new styles . . . your creative ideas. . . . They just go right on being loyal because your store is a good store doing a legitimate job and they like it at the moment.

It doesn't cost much to do this old customers job . . . it just takes a minute . . . to write letters of thanks . . . to send little notes of a personal nature about your store . . . and include a few swatches or samples for them to feel . . . and make a clever remark about how welcome they are . . . and then stand back and watch them beam and smile in the American Way . . . 'cause you remembered them and let them know it.

NUMBERING THE PAGE: *Grits and Grinds*, 6" x 9" H. O. of Norton Company, Worcester, Massachusetts, now in Vol. 29, Number 6 . . . has the best system of numbering pages. 3¼" up from the bottom in the margin of both left and right pages is a ½" long line with Page above it and the numeral under it. The line comes exactly where one's thumb automatically holds the book as the pages are "thumbed". Your reporter (having nothing else much to do) picked up and opened *Grits and Grinds* twelve times—and there was the line under my thumb every time. Another good idea for H. O. Editor.

REGAINING LOST CUSTOMERS!

YOUR REPORTER recently had the privilege of seeing the record of an experiment which fully justifies some of the remarks made by Jules Paglin in this issue.

Due to competitive considerations, I cannot reveal the name of the organization . . . but the figures were authenticated by personal inspection of list and returns.

This manufacturer and supplier of numerous products for a specialized activity sent a friendly letter to 7500 old customers who had not purchased since 1936. The letter was a cordial and frank bid for goodwill . . . and asked the old customers to fill out an attached questionnaire indicating buying habits and preferences. FIFTEEN HUNDRED replied. Even though no attempt was made to sell merchandise, orders were received for \$1,400 worth of small items from 149 people. Tabulating the orders by years in which old customers *stopped* buying—here is the record.

1	1924
1	1927
1	1928
6	1931
3	1932
17	1933
37	1934
31	1935
52	1936

The job cost about \$400. Was that worth while? Does it pay to contact old customers?

The same idea, slightly revised, was sent to 4,500 active customers. 1,600 of them returned questionnaires. No order record could be made from current ledgers. Many of the customers liked the questionnaire so well that they voluntarily sent in lists of prospects who should get it too.

Your reporter recently spent a few hours counseling another manufacturer on their direct mail practices. Direct mail was not working. Every mailing showed a *loss*. Good grief! They were going after ten thousand cold prospects and in thirty years had never written, or sent a mailing to a customer except for the occasional catalog. I advised killing the prospect list for the time being, and focusing on current and lost customers. Jules Paglin is right. There is more potential business on your own ledger—than in any prospect list in the world . . . if you've been in business for any length of time. Go to it. Mine it. Make it pay dividends.



FLASH . . . NEWS ABOUT D.M.A.A.

. . . JUST UNDER THE WIRE for this issue. D.M.A.A. Board met Saturday, March 18th. Following important actions taken.

L. ROHE WALTER, Advertising Manager of The Flintkote Company, New York, elected President of Association. Wide experience in advertising and marketing. A Direct Mail Leader in 1936, 1937 and 1938. His book "Effective Marketing" published in January, receiving widespread endorsement. More about him and his plans later.

ROBERT J. FLOOD, member firm of Thompson, Flood and Rowland, New York (Distribution Consultants) elected to fill vacancy on Board of Directors . . . also appointed as General Chairman of 22nd Annual Conference to be held September 27, 28 and 29, at Roosevelt Hotel, New York. Likewise, wide experience in Advertising (both sides of fence), marketing and Association work. More later.

FRANK EGNER, Assistant Vice President, McGraw-Hill Book Company, New York . . . no introduction necessary . . . appointed Chairman of Program Committee for 22nd Annual Conference. Program will be built around theme "Direct Mail as the NEW Tool of Management".

DR. PAUL H. NYSTROM, Professor of Marketing, School of Business, Columbia University . . . appointed Advisor Board of Judges, 1939 Direct Mail Leaders. Plans for liberalizing the entry rules (elimination of mounting, etc.) were approved. All entries will be displayed at Convention and selection and announcement of awards made there . . . with special prizes given to campaigns receiving top votes of all delegates.

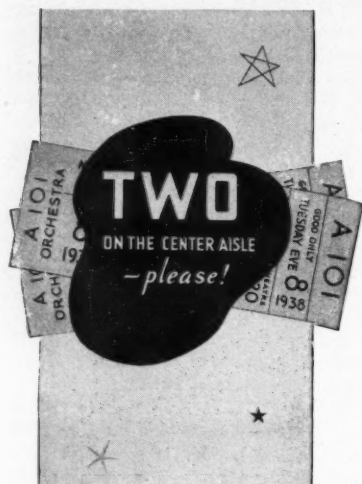
NATHANIEL BARNES, 347 Madison Avenue, New York, instructor of Advertising at Columbia, was made Executive Secretary and Treasurer for the Board; Jane L. Bell remains as Managing Secretary.

Other plans, including a complete audit and reorganization of the valuable material in the twenty-two year old library . . . were formulated and will be announced soon. The D.M.A.A. is going places. With all of these plans . . . and with the capable management . . . your reporter is in 1000% agreement.

HERE IT IS!

GUESS IT IS about time your reporter said something about the New York World's Fair which opens April 30th. At the left is first official painting of the panorama. We are trying to make a study, research or something of how direct mail is being used to tie-in with all of this mammoth activity. More about it later.

WHY DON'T more die-cutting designers do this? We illustrate a recent 4 page piece, from Linton Brothers. The tickets extending beyond the cover undoubtedly add to



the interest. And it is a simple device. Sheet is die-cut so that when folded the left sides of tickets stick out. Has many variations.

HERE IS THE letter used by Charles Scribner's Sons which accompanies all checks issued by them. Size 5½" x 8½".

CHARLES SCRIBNER'S SONS
PUBLISHERS
FIFTH AVENUE AT 48TH STREET.
NEW YORK, N. Y.

New York

Dear Sir:

Enclosed herewith please find our check in payment of your account as indicated thereon.

Your endorsement, on the
check, will be a sufficient receipt.

Yours truly,

Charles Scribner's Sons.

New technique may prove a boon and boom for space advertisers

A GOLD PALM to a young and enterprising advertising crusader named George Jellinik, Jr. . . . for delivering a brand new mail response-getting device. On February 12th, the Bulldog issue of the New York Times ran the first newspaper advertisement to carry a postage guaranteed Business Reply *Label*. Mr. Jellinik, handling sales promotion and public relations for Bloomingdale's, got the idea and went down to Washington to get an O.K. from the Post Office Department. It was O.K.'d—with proviso that usual printed reply form be changed to read LABEL instead of *card* or *envelope*. It was also stipulated that the idea was to be tried out experimentally . . . and that if any abuses developed, they could be eliminated. The minimum size of the form was fixed at 2" x 4".



Your reporter visited Bloomingdale's . . . and learned that "response from a merchandising angle was very favorable". Naturally, the management is reluctant to give exact returns . . . but *your reporter* saw stacks of envelopes with the clipped-out labels attached . . . some even with gum tape. We understand some customers even used them to pay bills.

So far three ads have been run. We reproduce one. In addition to a Gold Palm, George Jellinik should have a crown of roses or something for his generous attitude in giving out information. He is getting inquiries galore—and hopes the idea will help other advertisers. No patent or copy-right phobia in his nature. Before you can use it in newspaper or magazine advertising—you must get special permission from 3rd Assistant Postmaster General Office, Washington, D. C. Study this new development seriously. It may be one of the missing links.

K

...
num

1

1



1

11

1

1

10

100

100



1

1

6

1



A SIGNING SPECIALIST

DEAR MR. HOKE:

I take the liberty in sending you this as a reminder to have my name and address on your files for future references if you consider me of any potential service either to yourself or direct mail users.

Sincerely
G. V. DeRabin
34 West 28th Street
New York, N. Y.

Reporter's Note: Above letter neatly handwritten on four page circular. Back page gives interesting examples—illustrated here. All signed by this specialist. Interesting . . . and you might like to know about it.



MORE INFORMATION WANTED

REFERRING TO THE ARTICLE, "Does It Pay to Use Advertising on Envelopes?"—page 20 of your January 1939 issue—do you have any further statistics on this subject, or can you refer us to articles which have been previously published on it in *The Reporter* or other advertising journals?

Incidentally, let us compliment you highly upon the amount of truly valuable material that you pack into your magazine.

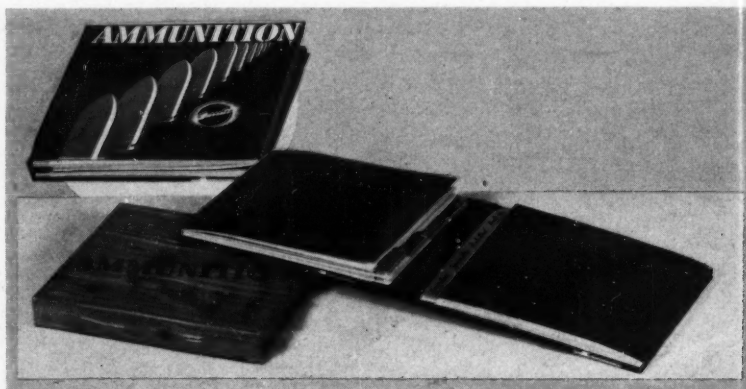
F. J. Schick, Vice President
The General Printing Corporation
Fort Wayne, Indiana

Reporter's Note: We are trying to get more information. Previous articles only asked for detailed case histories. We will publish as fast and often as we get the facts. See item page 17.

A GOLD PALM TO BARRETT

THE BEST ADVERTISING-MERCHANDISING PORTFOLIO produced this year . . . or perhaps any other year . . . is a weak description of AMUNITION—the triple-bound, red-covered, packed-in-a-box sales presentation prepared by A. G. Husen, advertising manager of The Barrett Company, 40 Rector Street, New York City.

It weighs 6½ pounds. Measures 13¾" wide, 12½" long, 1½" deep. It opens into four sections, which, when extended straight on the table, measures 54" wide.



The index tabs are die cut, printed-in-silver bullets. The indexed sections include Direct Mail, Product Literature, Displays, Newspaper cuts, and four specialty campaign divisions. There is a clear, concise and accurate description of all steps in campaign—and except in cases of window or store displays or other large pieces—the samples of mailing pieces or proofs of advertisements are tipped in. It shows the dealer or jobber how to be his own advertising manager. It gives him list information, the direct mail pieces, letterheads, calling cards, record systems, signs, mats . . . everything with which to do the selling job (except an alarm clock to get him up in the morning . . . but maybe *your reporter* missed that).

There are sixty (60) direct mail pieces. About one dozen "product literature pieces". No use trying to describe it all further. We doubt if it could be improved. Even the order forms for dealers' requisitions furnish numbered lines for listing names of prospects. Mr. Husen tells *your reporter* that reaction has been good . . . which isn't remarkable, since there would be no hope for direct mail if the reaction wasn't good. We asked Mr. Husen how he controls the actual mailing of the pieces. Here is his answer:

Mailing lists are submitted to us by our dealers or applicators. We do the actual imprinting of the dealer name, address, etc., supply imprinted business reply cards, enclose, seal and mail. The mailing is done by a New York firm. Thus we know that each piece is put in the mails—at weekly intervals. All the dealer does is pay 1¢ per piece for postage—3¢ per name on his list. As each piece is mailed, a sample mailing is sent to the dealer, along with a colored, printed slip, informing him of the mailing and urging him to get busy on his follow-up. This is sent to the dealer first class mail.

The jobbers campaign (6 piece) is furnished in bulk to the jobber. Jobbers usually have their own mailing lists of dealers, builders, contractors, and others in the trade, and prefer not to release such lists to anyone. We insure the actual mailing of the pieces by following up our own salesmen. They must investigate for us and report on the progress of the mail campaign. While we cannot control the mailings of the jobbers' pieces in the same manner as we do the shingle and farm campaign mailings, we do have a pretty definite way of checking. Our salesmen are dependable. From experience

we know that they will keep after the jobber to make sure that our pieces are put into use. And we keep after our salesmen through a little follow-up system here.

Dealers and jobbers are ordering the pieces. Mr. Husen promises:

Later on, after our mail campaigns have been in service for a few months, we intend to make, as we always do each year, a survey to determine just how resultful our material is in selling the home owner and others. I will be glad to let you have further particulars at that time.

Your reporter will check-up later. If this campaign works as it should work . . . The Barrett Company could do a real service to advertising—by placing a copy of this portfolio (together with authenticated results) in every School of Marketing in the country. That portfolio would be a better text book for the students of advertising than most of the text books used today.

Our Gold Palm can't make AMUNITION any better—but pass the glue, I want to stick the seal on tight.

SAMPLING BY PROCESS!

THE PROCESS is not new . . . but everytime your reporter receives one of these high embossed, texture-simulated mailing pieces from Arrow . . . it



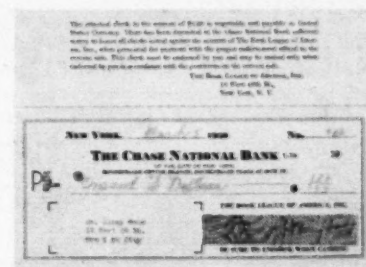
must be felt and admired. It is the most realistic form of sampling cloth, next to an actual sample. This is one advantage of direct mail . . . not enjoyed by any other form of advertising. Realism. Direct mail has changed a lot in the last ten years . . . and we believe that most of the change is due to the gradual acceptance that in *Realism* lies direct mail's greatest strength. For further discussion on this point, see page 14, concerning Pangborn catalog.

GOOD OPENER FOR TRICK LETTER: A $\frac{1}{4}$ " finishing nail is run through two holes punched at top of letter from Lewis & Mayne, Inc., 558 Sacramento Street, San Francisco, California. The two first paragraphs are good:

"A nail—Mr. Hoke, can be driven by one heavy smash, or several well directed blows. It all depends upon the finished effect you want.

The smash has its merits, but it might bend the nail, drive it crooked or mar the surface. A series of well aimed blows, accurately timed with the right amount of force will do a job to pass any inspection. Direct mail advertising, too, as we see it, should employ several blows—well timed, and well directed to gain the desired results."

BEST CHECK STUNT!



THERE HAVE BEEN plenty of check stunts . . . but the prize should go to The Book League of America, 15 West 48th Street, New York City, for their recent three page mail order letter enclosing offer circulars, plus an actual check for \$1.39, illustrated here. Endorsement on back constitutes order—check can be cashed at bank. Above endorsement line is this wording:—

Any change in the endorsement of this check renders it null and void. I accept your offer of membership in the Book League of America. Therefore, please send me, all charges prepaid, the newly published selection for this month and the FREE classic.

Each month thereafter for one year you are to send the newly published selection for the month and a different FREE classic so that by the end of the year I will have a well balanced library of twelve outstanding NEW books and twelve famous classics.

All I have to pay for these twenty-four books is \$1.39 each month (plus postage) for twelve months. You guarantee that the retail value of the NEW books alone will be \$30.00 and the FREE classics are worth \$12.00.

HOW ABOUT IT?

HAVE YOU anything in your files showing what other concerns use for follow-up material after an inquiry has been received.

In our case all inquiries are first answered with catalogs but we are trying to improve on our subsequent follow-up and would appreciate any information you can give us.

R. A. Lasher, Treasurer
Munson Mill Machinery Company, Inc.
210 Steward Avenue
Utica, N. Y.

Reporter's Note: Our files are sadly lacking in good follow-up material. You may have noticed that we've cracked some of the poor examples. We'd like to make a study and report of follow-up material. Readers are asked to send us "the works".

HOW TO SIMPLIFY AND "HUMANIZE" AN ANNUAL REPORT

AT A TIME when there is so much misunderstanding of the operations of industry, a clear and graphic report of company policies, progress, and hopes for the future can do much towards taking the mystery out of business, and making friends among those who should be our closest allies—our stockholders and employees.

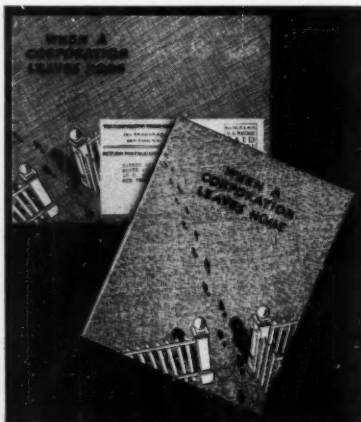
Therefore a book on the subject seems to be a natural. "Making the Annual Report Speak for Industry" compiled by National Association of Manufacturers published by McGraw-Hill Book Company. 187 pages, 8½" x 11".

The book represents an analysis of some 2,000 annual reports, it reproduces actual examples of some of the best work that has been done in this field. It shows in detail how companies treat such subjects as taxation, employment relations, economic conditions, and many other phases of management's relationships with shareholders and employees. It is profusely illustrated with excerpts from the reports themselves, illustrations that lend themselves readily to adaptation by other companies.

HOW ABOUT YOUR ENVELOPES?

BEST RECENT CASE of an envelope designed for its specific job . . . is mailing released by The Corporation Trust Company, 120 Broadway, New York City. A sixteen page (and cover) booklet—with letter and inquiry card explaining the reasons why corporations doing interstate business need legal service.

Note how appropriate cover is duplicated on envelope. The line pattern runs into the back and the flap.

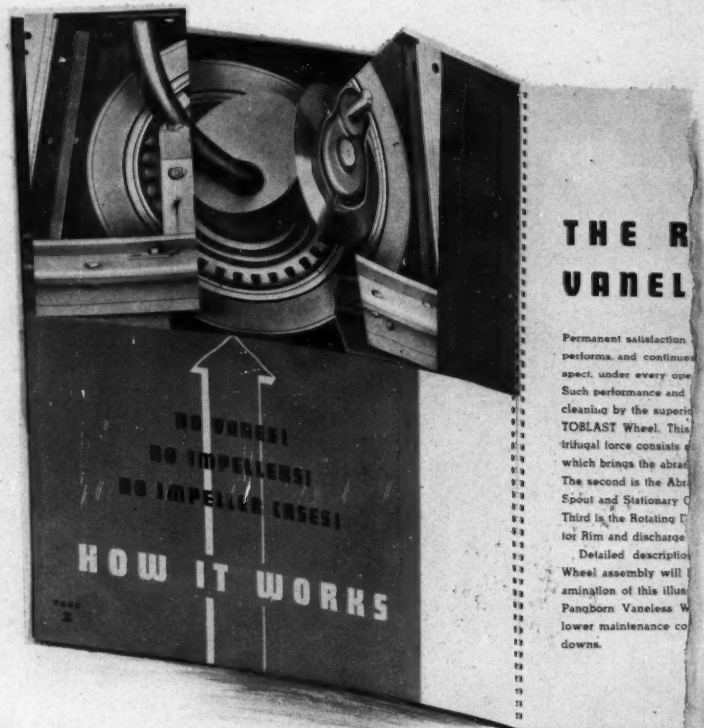


A LETTER WORTH READING

— an Idea worth Thinking about —

YOUR REPORTER wrote to A. L. Gardner, Pangborn Corporation, Hagerstown, Maryland asking him to send extra copies of the *Dust Hog* mailings (described in our December 1938 issue, page 7). In his letter accompanying the desired (and other) pieces—here are a few things he said:

Indeed I have noticed that you are starting a new Direct Mail Center on March 1st in New York City and I am looking forward to an early visit of inspection. I think this is a fine idea and might well merit an advertising man's special trip whenever he finds his work running below par and in need of an inspiring hypodermic.



We are also sending you a copy of our Rotoblast Barrel Bulletin describing one of the four important types of equipment used in foundries and forge shops for the cleaning of scale and burnt sand from metal parts before they are machined or metallized. Perhaps in some future issue you may like to review this catalog which we believe is outstanding for three major reasons.

First, the equipment is big and complicated, yet by opening out page 4 and then following the blue line leading from the side elevation on page 7 across page 6 to the front elevation on page 5; then turning page 7 and following blue line from page 9, across 8 to next section on page 5; turning page 9 and noting that blue line again works itself up, etc., until the entire working of the Barrel is clearly understood, without recourse to blue prints, etc., which would confuse the average non-technical man.

Second point. The cut-out insertion between pages 2 and 3, novel yet clearly describes the working of the Vaneless Wheel.

Third. The large size of the bulletin itself. Some people might object to this size on the theory that it is too big for filing but I maintain that where bulletins are given with proposals prepared for equipment that is under consideration for immediate pur-

NG
stown,
s (de-
nying

rch 1st
nk this
e finds

R
L

on
nua
ope
nd
eric
his
s of
rad
Libr
y O
a L
ge
tio
ill
us
W
co

one of
eaning
Per-
is out-

d then
to the
age 9,
again
without

ly de-

is size
given
e pur-

chase, a large bulletin which cannot be filed but must be kept in plain sight on the prospect's desk, is a continuous reminder of your product and a silent salesman urging prompt decision of the case. A small bulletin, filed in a drawer or cabinet, can never do either of these two important psychological jobs. I will be glad to write out my views on the function of sales bulletins for your magazine if you have any need for this class of editorial matter.

You have certainly made *The Reporter* a noteworthy publication and to me it is far more valuable than *Postage* and the *Mailbag* was in the past. You fortunately kept all that was good in the latter and added a modernization that makes it now chuck full of real help to those who must always depend on newness of ideas to keep their work out in front. In spite of several letters you have published I am in favor of the split page idea you inaugurated. Such a format does not detract from your main editorial articles and certainly adds interest to the lesser criticisms which would be lost in a jumble if printed together in one section.

Reporter's Note: Do we hear a motion to have Mr. Gardner write about Sales Bulletins? Carried! We reproduce a spread from the bulletin mentioned in 2nd paragraph above. It is hard to describe, but easy to follow when you have your hand and eye on it.

Another example of *realism*. A few cut-outs, die-cuts . . . a little more trouble in the planning—and there is a job that *your prospect* can understand. Isn't that the trouble with direct mail? Too many people trying to plan it who are copying the style and customs and limitations of other forms of advertising. Direct mail has so few limitations. But then, I remember meeting Mr. Gardner some years ago just once at a Direct Mail Exhibit in Philadelphia. He was photographing all of the exhibits which appealed to him. Said he kept a file of negatives for future use. Blows them up from miniature whenever needed. So you would expect a fellow with a photographic, classifying, idea-seeking mind to produce the perfect, pictorial booklet described here.

SUPREME BEAUTY IN BOOKLETS

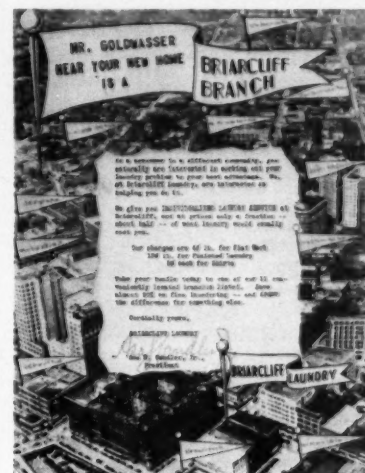
TWENTY FOUR PAGE BOOKLET, 7 1/8" x 9 1/8" in two colors issued by Harrington Carved Glass, 404 East 49th Street, New York.

Each right hand page . . . a picture of some work produced. Left page, a written description on reverse plate printed in the second color (a brown). Slightly difficult to read, but so striking it demands attention.



SIMPLE . . . BUT EFFECTIVE

HERE IS A piece of mail advertising that came to me. You see, I have just bought a new home, and this letter ties in with it.



This piece is as simple as they come, but I think that it is one of the most effective mail advertising pieces that I have seen in a long time.

David Goldwasser
Atlanta Envelope Company
505 Stewart Avenue, S.W.
Atlanta, Georgia

Dear Dave: Sure it is effective. It got your eye. Just what was it supposed to do?
H.H.

SPEAKING OF REPORTS . . .

I ENCLOSE a copy of the Annual Report for 1938 of The Flintkote Company which was placed in the mails for distribution to stockholders on February 21, 1939.

We have attempted to make this report more than a mere compilation of figures and dry facts by the use of illustrative and descriptive material about products and manufacturing processes. You will note also that we have urged the stockholders to use and recommend their company's products.

L. Rohe Walter
Advertising Manager
The Flintkote Company
50 West 50th Street
New York, N. Y.

Reporter's Note: This 24 page and cover 8 1/2" x 11" report is certainly worth praise and . . . display in the Center. Few companies use direct mail properly for this important function . . . keeping the stockholders sold and useful. Why not? Perhaps a reading of the Flintkote booklet would show the way.

Don't You?

Don't you want to read
HOW TO BECOME A LETTER
WRITER IN ONE EASY LIFETIME?

Written by Jack Carr in his
philosophical, semi-humorous style,
this story packs a world of wisdom
and common sense.

It was originally written for Post-
age and The Mailbag. Now re-
printed in booklet form in response
to many requests.

Simply send a dime in stamps,
using your business letterhead.
This booklet and another, CON-
CERNING CARR'S CORDIAL
CONTACTS will be rushed right
to you.

If business is bad and you're
short of stamps, write anyhow.
Being big-hearted I'll probably
send you the books free gratis.

JACK CARR
LUTZ FLORIDA

(A little place near Tampa)



THERE IS NO SUBSTITUTE
for experience and sound judg-
ment in the business of selecting
and recommending responsive
lists of known mail buyers.

D-R Special List Bureau (a pio-
neer in this field) invites inquir-
ies from mail sellers who wish
to increase their profits by:

- ① Renting lists of known mail
buyers for their own use.
- ② Renting their own lists to other
non-competing mail sellers.

D-R Special List Bureau

Division of
DICKIE-RAYMOND, INC.

80 Broad Street Boston

A STATEMENT ABOUT DIRECT ADVERTISING

*Every day or so, someone asks us to describe or clarify direct mail adver-
tising or direct advertising. We get letters from students who are writing
a thesis,—or from trade paper editors who want to tell their readers about
direct mail, or from employers who want to help beginners or from counsel-
lors who want evidence to justify direct mail expenditures. So, we have
prepared this short statement—a copy of which will be sent to all inquiries.
If anyone has a better or shorter explanation, we'll be glad to have it.*

DIRECT ADVERTISING, to be described carefully, should be divided into three
parts: Direct Mail—Promotion sent by Mail; Direct Advertising—Promotion
delivered by means other than the Mail; Mail Order or Direct Selling—
Direct Solicitation of orders by Mail. Too often these terms are confused.
They can all be properly lumped under the term, Direct Advertising.

The best definition of Direct Advertising is that given on the Flow
Chart of Functions and Facts of Direct Advertising issued by the Direct Mail
Advertising Association.

"Direct Advertising is a vehicle for transmitting an advertiser's message in per-
manent written, printed or processed form, by controlled distribution direct to selected
individuals."

The Platform of Direct Advertising is—

"Direct Advertising furnishes the advertiser with an efficient, economical and effective
medium for sales and business promotion. It subscribes to the platform that all forms
of advertising when properly used are good, and that each in its place is best. Direct
Advertising has many uses. For some of these uses, there are no satisfactory substitutes.
Direct Advertising widens the influence and increases the power of all other forms of
advertising."

Direct Mail Advertising as a definite medium of promotion started its
growth about 1900—when the total annual postal receipts of the United
States were around \$102,000,000.00. Direct Mail Advertising has now grown
until last year the total annual postal receipts reached the highest point in
history—namely around \$750,000,000.00. A large part of this growth has
been due to the growth in the use of Direct Mail Advertising—and Direct
Advertising (promotion distributed not by mail) has grown proportionately.

The latest available figures for the annual amount spent on all forms
of advertising (published in the May, 1938, issue of *The Reporter*):

Direct mail advertising.....	\$244,342,180
Direct Advertising	236,000,000
<hr/>	
Total Direct Advertising.....	\$ 480,342,180
National newspapers	188,000,000
Magazines	143,790,000
Chain radio	59,671,000
Non-network radio	58,000,000
Outdoor	34,000,000
Business papers	28,000,000
National farm-paper advertising.....	7,013,154
Street Car	2,100,000
<hr/>	
Total	\$1,000,916,334

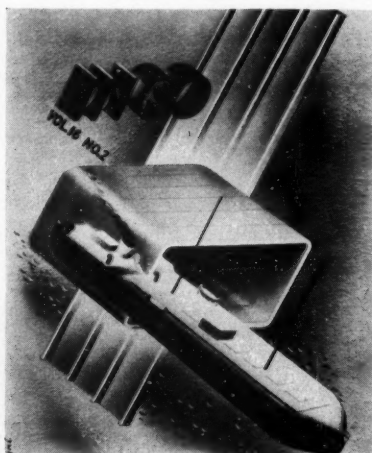
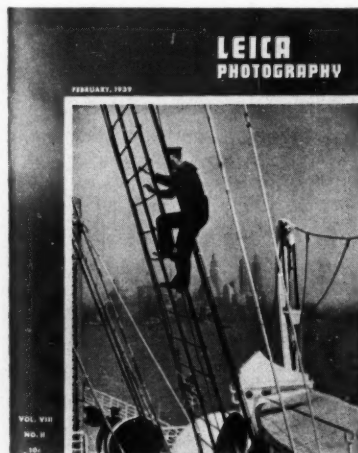
There are 25 major forms that can be applied to Direct Advertising:—
such as letters, folders, broadsides, booklets, mailing cards, catalogs, house
magazines, enclosures, blotters, sales manuals, counter cards, brochures, tags
and tabs, die cut folders, novelties, bulletins, illustrated letters, jumbo
letters, miniature letters, dual-use letter, self-mailing folders, miniature news-
papers, postal cards, portfolios, window strips. All of these forms have

unlimited variations. Because of all these variations, Direct Advertising is the most flexible, most selective, most checkable of all the forms of advertising. The student, the practitioner, the user of Direct Advertising should become familiar with as many of these forms as possible . . . but more important he should become thoroughly acquainted with the uses.

There are 49 functional ways in which Direct Mail can be put to use in most businesses. Here they are:

1. Building Morale of Employees
2. Securing Data from Employees
3. Pushing Salesmen to Greater Efforts
4. Paving the Way for Salesmen
5. Securing Inquiries for Salesmen
6. Teaching Salesmen "How to Sell"
7. Selling Stockholders and Others Interested in your Company
8. Keeping Contact between Sales Calls
9. Further Selling Prospective Customers after a Demonstration Call
10. Acknowledging Orders or Payments
11. Welcoming New Customers
12. Collecting Accounts
13. Securing New Dealers
14. Securing Direct Orders
15. Building Weak Territories
16. Winning Back Inactive Customers
17. Developing Sales in Territories Not Covered by Salesmen
18. Developing Sales among Groups
19. Following Inquiries Received from Direct Mail or Other Advertising
20. Driving Home Sales Arguments
21. Selling Other Items in Line
22. Getting Product Specified
23. Selling New Type of Buyer
24. Bringing Buyer to Showroom
25. Helping Present Dealer Sell More
26. Merchandising Your Plans to Dealer
27. Educating Dealers on Superiorities of Your Product or Service
28. Educating Retail Clerks
29. Securing Information from Dealers
30. Referring Inquiries from Consumer Advertising to Local Dealers
31. Creating Need or Demand for Product
32. Increasing Consumption of a Product among Present Users
33. Bringing Customers into a Store
34. Opening New Charge Accounts
35. Capitalizing on Special Events
36. Building Good Will
37. Capitalizing on Other Advertising
38. As a "Leader" in Other Advertising
39. Breaking Down Resistance to Product
40. Stimulating Interest in Coming Events
41. Distribution of Samples
42. Announcing a New Product, New Policy or New Addition
43. Announcing a New Address or Change in Telephone Number
44. Keeping Concern-Product "In Mind"
45. Research for New Ideas and Suggestions
46. Correcting Present Mailing Lists
47. Securing Names for Permanent Lists
48. Protecting Patents or Processes
49. Raising Funds.

For all additional information . . . study life, study selling, study the Fifty Leading Campaigns, read *The Reporter*, go to conventions,—or use any other means to learn all about direct mail in one easy lifetime.



HOUSE MAGAZINES TAKE ADVERTISING

We reproduce two of the best current house magazines which accept advertising from firms in kindred fabricating or supply lines.

"Inco" is skillfully handled in 32 pages in black, with a color cover . . . and is the house magazine of The International Nickel Company, 67 Wall Street, New York City. "Leica Photography" is by E. Leitz, Inc., 730 Fifth Avenue, New York. 24 pages and cover. Naturally . . . beautiful photography. Both are excellent.



MORE ABOUT ADVERTISING ON ENVELOPES

A LETTER from a Poultryman:

I appreciate very much the opportunity that we fellows have, way out here in the "wild and woolly west" as it is thought by you folks in New York, to have a part in the progress of advertising, especially mail order.

We have been interested in the mail order business since entering the hatchery business in 1919, starting out with about only 85c capital and today we have one of the largest and most beautiful hatcheries in the world.

Enclosed are copies of our advertising envelopes. We are located geographically almost in the center of the United States and have over 60,000 customers, some of them located in every state in the Union. I wish it were possible for us to meet you and visit your Direct Mail Center.

Irving Lee Bush
Bush Hatchery
Clinton, Missouri

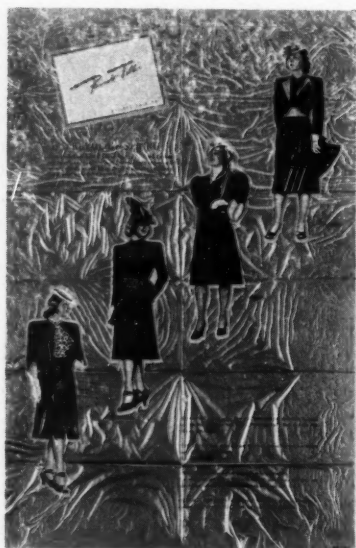
Reporter's Note: We reproduce the back of a No. 10 envelope used by Bush Hatchery. While we are at it, might as well reproduce one side of the 9½" x 13½" catalog envelope (printed in four colors) used by Henry Field Seed Company, Shandoah, Iowa. Other side likewise illustrated. But note at bottom left the coupon which states "This offer not in catalog." Even the tuck in flap of the envelope has a special offer on it. All of this may look like the devil, but we've been told that actual orders have more than paid for the cost of the envelopes.



Send all your current direct mail to *The Reporter*. It might get a Gold Palm . . . or something else.

TOPS IN BEAUTY

THE ENGRAVER will try to give you a vague impression of the beauty of the recent piece mailed by Bonwit-Teller, Philadelphia. Since seeing the original, your reporter received a similar copy from Quinn-Maahs, Inc., Cleveland, Ohio—and we understand that Saks, Fifth Avenue, New York City, used something like it. So, it must be syndicated. Ready for mailing, piece is folded to 3" x 6". Opened 12" x 18½". It is printed on Cellophane . . . on back of sheet. Gold first with space for pictures blocked out, then black with halftones in reverse. Then white to make halftones show in proper tone. It is rich, magnificent, superlative. We hope it sold dresses in spite of the hackneyed spring song which read: "Prevue of Spring. From the inspired hand of one of America's foremost Couturiers we bring to our customers these four glamorous dresses—interpreting with the utmost finesse the new silhouette, and expressing in every subtle line the glory and ecstasy of renaissance Spring."



COLOR IS MAKING HEADWAY!

YOUR REPORTER is glad to see, hear and learn about all the efforts that are being made to develop new processes for the reproduction of color. Color is, and is becoming, so much a part of the business of living. Color is more important in printing . . . in direct mail work . . . than ever before. The only trouble has been that fine color reproduction has been too costly for the user of small quantities. Too stiff sometimes for the big ones. Why can't the printing industry have a research laboratory to develop new process?



Why try to do color work—just like it has always been done? There must be other, shorter, simpler, more economical ways. Recently, we saw the very good results of a new plate process, where a thousand four-color 10" x 16" posters could be delivered for \$120.00.

We reproduce here, and will show in the Center, some examples of clever, multiple color cards, produced by printing or offsetting the black plate—and by stencilling in the extra colors by hand. On production basis, the price is low. The colors beautiful.

Send reports on color experiments to *The Reporter*. The direct mail field is wide open for something new. The possibilities of color . . . the production of color . . . has not even been scratched.

■ COMBINE-VELOPES THE ADVERTISING FOLDER WITH THE ATTACHED ORDER FORM REPLY ENVELOPE. SALES MESSAGE, DISPLAY COPY, ORDER FORM AND REPLY ENVELOPE IN ONE UNIT.
 ■ SELF MAILER COMBINE-VELOPES ALL THE DIRECT MAIL ESSENTIALS IN ONE UNIT. FOR EVERY MAILING REQUESTING A RETURN REMITTANCE.
 ■ ORDER FORM BIND-IN-VELOPES FOR EVERY STYLE, SIZE, AND CONSTRUCTION OF PUBLICATION OR CATALOG.
 ■ ENV-O-BLANKS ■ SELF MAILER COMBINE-FORMS ■ DU-PLEX ENVELOPES
THE SAWDON COMPANY, INC., 230 PARK AVE., NEW YORK, N. Y. MURRAY HILL 6-1566

Send samples of products checked with prices on _____ thousands.
 FIRM NAME _____ ADDRESS _____
 CITY _____ STATE _____ MY NAME _____

BOND PAPERS

HOUSATONIC BOND

Extra No. 1 Quality. 100% Rag. Clear, natural white color. Parchment finish. Permanent, tough, strong. For the finest letterheads.

RISING PARCHMENT

No. 1 Quality. 100% Rag. Opaque. Bright white color. Unglazed finish. Permanent. The richness of a 100% rag content bond paper with the added feature of a high degree of opacity.

DANISH BOND

No. 1 Quality. 100% Rag. White and Lucerne Blue. Parchment finish. Exceptional strength and toughness. Less expensive than the "top grade" 100% rag content bond.

FINANCE BOND

50% Rag. White and seven attractive colors. Unglazed finish. Good strength and durability. Semi-permanent. Made to last many years.

FISCAL BOND

25% Rag. White and five colors. Cockle finish. Good strength and excellent appearance. Semi-permanent. For general correspondence and forms.

WINSTED BOND

100% High-grade Sulphite — air dried. Clear, bright white. Cockle finish. For the purchaser who cannot afford or does not want to pay for the quality of a rag content bond paper.

TRIPLICO BOND

25% Rag. White and four colors. Smooth surface. Lightweight. Used for air-mail letterheads, file copies, and forms where several copies must be made at one time.

WRITING PAPERS

DANISH LINEN

100% Rag. Natural white. Smooth vellum surface. Fine laid marking. Permanent. For professional and personal letterheads.

LINE MARQUE

25% Rag. White, Ivory, Blue and Gray. Cockle surface. Laid marking similar to the old Italian hand-made papers.

In addition to this complete line of Bonds and Writings, Rising also makes Olde Quill Deckledge, Intralace, Red Lion Text and a comprehensive range of Ledgers, Indexes and Wedding Papers and Bristols.



For nearly half a century, the Rising Paper Company has been manufacturing a superior line of Bond and Writing Papers. These papers range in classification from the top 100% rag content grade through the air-dried, cockle-surfaced sulphite grade.

RISING BOND PAPERS AND WRITINGS

Each paper is the result of constructive research and the most up-to-date papermaking equipment. Each is durable and versatile and each handles easily in any printing technique.

Here is the complete line of Bond and Writing Papers made by Rising. Compare notes on their relative qualifications and select the papers that are best adapted to your needs. Then do your own testing on sample sheets which will be gladly furnished by your supply source or the Rising Paper Company, Housatonic, Mass.



**1,500,000
BUSINESS MEN**

**FOR MAIL ORDER AND
DIRECT MAIL SELLING**

★
These names represent men with responsible positions in business and industry, mostly college educated, in the upper income groups with the ability to pay for quality services and merchandise. Many of the outstanding mail selling organizations have successfully used these lists for several years.

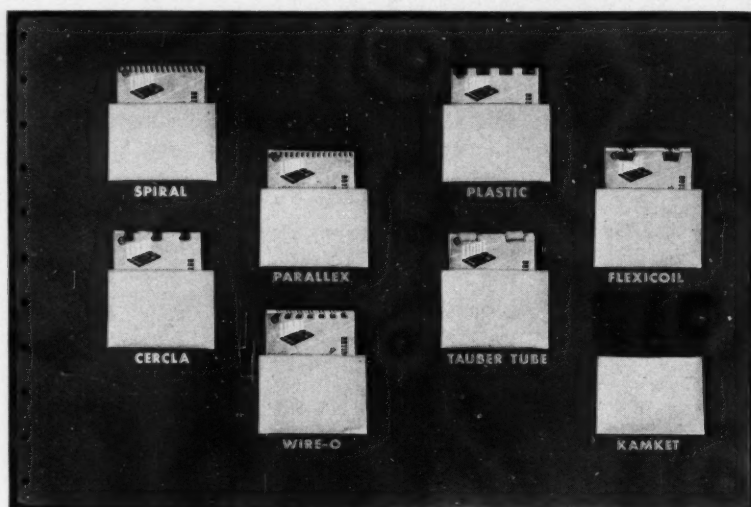
★
For the industrial and trade advertiser, selections can be made by functions, industries, size, location, etc. Hundreds of the leading industrial marketers use these lists exclusively for their direct mail promotion.

★
**TO INCREASE YOUR MAIL
ADVERTISING RESULTS**

phone or write
DIRECT MAIL DIVISION

McGraw-Hill Publishing Co., Inc.
330 West 42nd Street, New York, N. Y.

HOW MANY KINDS OF BINDING?



HATS OFF AGAIN to Charles Morris of J. E. Linde Paper Company . . . for a really intelligent presentation of all the new fangled styles of binding. We reproduce inside spread of four page folder distributed at Linde clinics (reported last month) and also used as insert in house magazine. Eight tipped on pockets held miniature booklet dummies—each bound in one of the eight processes—with the trade name or process printed in silver below the pocket. That is interpretative and informative sampling . . . done with a quick punch.

THE MOST PRACTICAL IDEA AND LAYOUT BOOK AVAILABLE TODAY



**PAGE SIZE 11 x 17 INCHES
288 Colorful Pages**

All practical material—Layout Fundamentals, Type and Rule in Layout, Business Stationery, Return Cards That Really Return, Envelopes That Sell The Enclosures, Style Pages For House Organs, The Commonplace In An Uncommon Way, plus ideas for all seasons of the year—over 1400 of them—beautifully and durably bound, entirely printed in two colors, all illustrations actual size.

PRICE \$15.00

● The Encyclopedia of Ideas is a whole library of ideas for the advertising man, layout man, printer, artist, and printing student. It is not a book of words; of the 288 pages, not more than 16 of them are devoted to editorial matter.

It contains practical, full-size, illustrated ideas that you can use every day in the preparation of advertising.

Contains over 1400 illustrated ideas in various two color combinations. As an extra feature the illustrations used in the layouts are catalogued in the back of the book and are available in electrotpe, stereotype or mat form.

A GOLD MINE OF IDEAS

American Typesetting Corporation
547 South Clark Street, Chicago, Illinois
Please send me a copy of THE ENCYCLOPEDIA OF IDEAS
☐ Check is attached. ☐ Send C.O.D.
I agree to pay shipping charges.

Name _____
Address _____
City and State _____
Signed _____

AMERICAN TYPESETTING CORPORATION
547 SOUTH CLARK STREET CHICAGO, ILLINOIS



*Featured
in the new home of*

DIRECT MAIL

THE GLATFELTER PHOTOGRAPHIC SHORT COURSE IN PAPER MAKING

For many years the organized forces of Direct Mail Advertising have successfully demonstrated the power of direct mail.

To advertise a medium of advertising, its own precepts must be followed. One of them is: keep everlastingly at it.

That is what The REPORTER (the official magazine of the Direct Mail Advertising Association) is doing. The most recent step has been to establish a Direct Mail Center in New York right in the hub of the district where advertising men gather. Here will be, in beautiful rooms, a permanent display of outstanding direct mail campaigns—a gold mine of opportunities and ideas for everyone in the Graphic Arts field.

Of course, the P. H. Glatfelter Co. will help support this project. As a producer of one of the essential supplies, paper, we are vitally interested in its success.

The Glatfelter exhibit is not a campaign, but to those visiting the Direct Mail Center who are not familiar with pulp and paper making, we believe it will be of real value.

The Center, 15th Floor, 17 East 42nd Street, opened March 6th.

Those near New York can take prospective users of direct mail there to view the exhibits. Those from out of town should not fail to drop in when in New York. Guest tickets from the Glatfelter Company will gladly be given upon request. Please write to the mill.

P. H. GLATFELTER CO.

Main Office & Mill
Spring Grove, Pa.

Manufacturers of
THE PAPER YOU WANT—WHEN YOU WANT IT

New York Sales Office
200 Fifth Avenue

A GALLERY OF DIRECT MAIL

WHO ARE the notable men and women among the users of direct mail? What do they look like? Where did they come from? What makes the work they do click? *Your reporter* is often asked to describe some of these people he meets in his travels or through the mail. Believing that "old-timers" will enjoy the opportunity to review, or be reminded of, acquaintances . . . and that newcomers will get inspiration by learning of the successes of others . . . we present this *Gallery of Direct Mail*—in which appears brief personal case histories (so far). To these direct mail advertisers . . . and to the others to follow . . . we give a salute for work well done.



JOHN W. LADD, Director of Advertising and Business Development Division, United States Building and Loan League, 333 North Michigan Avenue, Chicago.

Born Aspinwall, Pennsylvania, 1911; B.S. in Printing, Carnegie Institute of Technology. M.B.A., Northwestern University, where served as Graduate Assistant in Advertising for one year. Once owned small job printing plant; served as manager of used car garage; sold printing and advertising during summers while in school. Now President, Direct Mail Club of Chicago; Co-editor, Chicago Advertising; Instructor in Typography and Lecturer in Retail Advertising, Northwestern University. Department at United established five years ago. Has pioneered the development of advertising materials on a nationwide basis for savings and loan associations. Now serves approximately half of the 4,300 members of U. S. League with individual advertising service, syndicate services including direct mail, and the two year old house organ *Home Life* (circulation 130,000 per month). Also serves as supervisory medium for the national publication advertising being sponsored in building field. Best chairman of meeting *your reporter* has experienced. Chicago Club should prosper under his stimulating guidance.



THEODORE WOOD, Director of Advertising, American Bemberg Corporation, 261 Fifth Avenue, New York, N. Y.

Born Boston, Massachusetts. Attended Newton, Mass., Public Schools until 1899. 1900 Travelling Salesman selling steam traps; 1901 to 1903 attended New Bedford Textile School; 1903 to 1912 worked in cotton manufacturing establishments. 1912 to 1914 Agent of American Yarn Manufacturing Co.; 1914 to 1916 fabric and cotton purchasing agent for Goodyear Tire and Rubber Company of Akron, Ohio; 1916 to 1926 Vice President and Director of Sales of cotton goods commission house in New York, selling tire fabric. 1926 to 1932 President of Wood VanderPyl Company, Commission Agents, selling cotton goods and crude rubber, also Vice President of The Tire Fabric Corporation of New Hampshire; 1932 to 1933 (Busted) selling Fidel Investment Company Service; 1933 to date, Director of Advertising of American Bemberg Corporation and North American Rayon Corporation. What a history . . . but not half told! Takes experience such as this to produce direct mail campaigns consistently successful. Scholarly, balanced . . . and understanding.



ARTHUR W. THEISS, Sales Promotion Manager of The Ohio National Life Insurance Company, Cincinnati, Ohio.

Born, Cincinnati. Educated Public Schools, Culver Naval School, Evening College of Commerce, University of Cincinnati. Graduate of Life Insurance Sales Research Bureau School of Agency Management. Eight years in department stores such as Rollman's—The Big Store Co.—Mabley & Carew—Shillito's in Cincinnati and Wiest's Sons, York, Pennsylvania. Three years as President of own Company. Five and one-half years with Ohio National. Ohio National advertising (Theiss directed) won in Fifty Direct Mail Leaders of 1936 and during the past three years has taken five awards of Excellence at the Life Advertiser's Association exhibits. Member Masonic Lodge, Royal Arch of Masons, Elks, Life Underwriters Association, the Cincinnati Advertiser's Club. Aggressive, serious, packs a calm punch. Stirring up a quiet, but effective, revolution in his membership chairmanship of D.M.A.A.

Drammatize it— *that's* *it!*

Here's the opening paragraph of a letter in this morning's mail—

"We have a product, and a story to go with it, that we believe can be very highly and effectively dramatized, and we believe you could do something for us. We saw your ad in the February REPORTER."

I'm SURE that I can develop a dramatic campaign for their most interesting product.

Let me *dramatize* YOUR product! If you want me to send you a specimen of dramatized advertising, simply say so.



Walter KOCH
*Dramatized
Advertising*

Visual Sales-Promotion Presentations . . . Complete Direct-Mail and Business Paper Campaigns . . . Powerful Posters—from stamp to 24 sheet . . . Window Displays with a wallop . . . Consultations

Penthouse: 7 WEST 45th STREET, NEW YORK . . . Telephone LONGACRE 5-5752

IDEA FOR A CONVENTION

"HOW TO EAT AN APPLE" is the title of a clever little accordian folder measuring 2" x 3½" (opened 3½" x 22") . . . which was used by Pierce and Sevens, Inc., 70 Ohio Street, Buffalo, at several recent shoe



exhibits. It was tucked into a cellophane bag, also containing an apple. Visitors received an apple . . . with illustrated instructions on the ten ways of eating an apple, including the "Adam and Eve" system which is carefully marked "Censured". It's a good idea!

49% PLUS . . . RETURNS

THE FOLLOWING LETTER was sent to 304 carefully selected names. A questionnaire containing six questions was printed on the back. Purpose:—to get confidential average rating on character, reputation, responsibility, promotional ability of fourteen brokerage houses in the field.

There were 151 answers, or a percentage of 49%. Case sent in by our old friend, Frank Hoxie.

A QUIZ

Will you do us a favor?

We have been asked to secure certain information that a client might act upon to your advantage as well as his.

He recognizes that proper brokerage representation in the New England Grocery Field demands the services of a brokerage house best qualified from every angle. That's the reason for this "Quiz". A similar request is being mailed to over 300 other New England food distributors.

No signatures are asked for or expected. Please send us your candid opinions.

The "Quiz" is on the reverse of this sheet and a self-addressed, stamped envelope is enclosed. Your prompt response will tend to benefit you, our client and

*Yours truly, F. S. Root Company, Inc.
38 Chauncy Street, Boston, Mass.*

A MOSELY LIST AUDIT MAY SHOW NEW WAYS TO LARGER PROFITS!

Are some of your present lists going obsolete or stale? Are you overlooking LIVE, NEW SELECTIVE MAIL MARKETS which can yield YOU worthwhile additional Sales Volume—and profit?

Your Own Problem Analyzed Without Charge

Send us a complete, confidential outline of the lists you use now, results obtained, percent of undeliverables, when mailed, margin available for mail selling, etc., etc. We'll study them most carefully and submit frank comments and constructive recommendations in a Written Report. Outline in detail today to Dept. R-3.

MOSELY SELECTIVE LIST SERVICE

MAIL ORDER LIST
HEADQUARTERS

230 Congress St., Boston

"MOSELY has the lists"—85,000,000 of them!

THE practical, how-to-do-it manual on Layout Making and Advertising Design; a simplified, easy-to-use system which you will find indispensable; by the Instructor, Layout and Design, New York Employing Printers Assn.

ADVERTISING LAYOUT AND TYPOGRAPHY

By
Eugene de Lopatecki*

A quick, easy technique for everyone who prepares advertising—with simple methods for choosing and calculating type. Over 40 working drawings and diagrams. Send for **\$3.00** a copy.....

*Also by Eugene de Lopatecki:

Typographer's Desk Manual

NEW, quicker ways to identify, measure, specify type faces. Using them effectively for text and display. How to choose type to interpret copy, harmonize with illustrations, and print well on paper specified..... **\$3.50**

—Mail This Form—

THE RONALD PRESS COMPANY
Dept. M316, 15 E. 26th St., New York, N. Y.

Please send me copies of:—

☐ Advertising Layout and Typography.....\$3.00

☐ Typographer's Desk Manual.....\$3.50

Within 5 days after I have received them, I will remit price shown (plus a few cents delivery) or return the books.

Name.....

Bus. Address.....

City..... State.....

THE VERY IDEA, by Sam Slick

★★★ Well it won't be long now before the banks are competing with the pawnbrokers.

... If you want to know what ubiquitous means think of cellophane, vitamins and zippers. ... Though it doesn't seem probable now, the swing craze will come to an end one of these days. ... And I still think that the boys and girls who are so fond of the word media should make up their minds whether it is singular or plural. Call it capacious criticism or anything you like, but I still will insist that there is something wrong with a person who can write "media is".

★★★ Townsend and Townsend may have retired to the agency field but the idea they propagated so vigorously for a while is not extinct. On the contrary, there are more people busily working out axiomatic or postulational schemes for advertising than ever before. I predict that this trend will increase. Advertising men as a class are not highly educated but there are so many of them that there are sure to be a few who will run into the fact that in all other fields there has been a renaissance of postulational thinking, and who will argue that it may have possibilities in the field of advertising.

★★★ Postulational thinking is thinking that starts with a small number of assumptions which are taken for granted, and then seeks to build a logical structure of deductions which are consistent with the postulates. It has always been obvious to those who really understood the technique of testing advertisements that the texts or layouts or offers that were being tested were postulated to start with. Before alternative texts, for instance, could be subjected to testing these texts had to be written. Obviously the writer had to assume that some form of text was better than another in order to get started at all. ... It has finally dawned upon advertising men that as long as postulating is inescapable, it might better be consciously contrived.

★★★ Another trend that may become obvious within a few months is that which will be formulated as a conviction that unless advertising gets itself a *Kenesaw Mountain Landis* or a *Will Hays* advertising is doomed. Leaving aside the possible point that there is no evidence that baseball and the movies would not be better off right now if they had not fallen for the dictatorship solution, and the possibility that the whole thing was thought up by *Bruce Barton*, who now knows that he is not going to have the inside track in the Republican convention next year, what is behind this carefully calculated panic over advertising?

★★★ The F.T.C. has not been any tougher with advertising copy than it ought to be;

and it seems to be doing a pretty fair job of cleaning up the bad actors. Also it seems to have given the Food and Drug Act some teeth that the administrators of that act did not seem to know about until just lately. It ought to be possible for the advertising industry, which is as highly integrated right now as is good for it, to get it through its collective head that a little caution in writing copy will not only keep the industry out of trouble with the governmental commissions but at the same time make advertising believable and so restore confidence in it.

★★★ The advertising industry only needs a little common sense. It doesn't need any dictators at \$75,000 a year to tell it what it already knows. Any group of men who can make the commission form of compensation stick in the face of the facts and the opposition of the big advertisers, can reform itself with the greatest of ease. ... So I repeat, there is something screwy back of this movement. And I don't think it will fool *Thurman Arnold*. But of course he won't be there forever.

★★★ I have long been an admirer of the advertising of *Mergenthaler Linotype Company*, and now I am ready to let loose three rousing cheers for a Linotype ad that appeared in the *Publishers Weekly* a few weeks ago. It was a full page ad set in *Baskerville*, in eight sizes from seven to sixteen point. But instead of following the traditional way, that is repeating a short piece of text in each size, the text of this particular advertisement was a continuous story from the first word to the last. I have argued with type men for years that nothing was gained by the old system of repeating the same unimportant piece of text over and over again, and that my idea would show the type off just as well and would permit the space to convey other information that would be that much gravy. So I am glad to see that the Linotype company is trying out the idea.

★★★ If there are some printers or advertising men among the readers of this pharos who would like to try out another very slight innovation, with the assurance that it will neither set the Thames on fire or get them into any other trouble, this is it: Next time instead of reaching for the red or red orange try a rose or a cerise or a magenta. There are hundreds of red shades that are easier to look at and just as attention-getting as the crude reds and red oranges that make up 90 per cent of the second color used in advertising. The purpose of using a second color is defeated by the commonness and ugliness of red or orange and black. There are more than 30,000

printers in the United States, but 29,910 must be color blind; if not literally, at least figuratively.

★★★This is my final comment on the subject of public relations. I have been trying in my feeble way to suggest that nearly everything spoken or written on this topic is just sweet wind totally lacking in objectivity. I have not made much of a dent. But what I needed was a good concrete example, and now I have it. *The Editor & Publisher* ran a featured article telling its readers, who publish all the newspapers in the country (and who also publish all the free publicity written by ex-newspapermen who have gone into the public relations business), that what the newspapers need most of anything right now is better public relations. Will somebody please tell Sam Slick the name of a business which is more public or more publicly related than the newspaper business? Every issue of a newspaper is a piece of public relationship, and unless the newspaper is going to publish another newspaper to explain the relation of its first newspaper to the public, how will the publisher become more publicly related than he already is? ★★★It seems to me that such advice as this reduces the whole subject of public relations to the empty verbalism and comic spectacle that I have been insisting, all along, that it is. . . . And in the very same issue of *E & P* that advised the newspapers to go in for press agenting themselves to

their own readers there was a picture of a pile of publicity or public relations material received by one newspaper during a week or so. It was printed to show the waste of postage and mimeographing involved in the existing publicity-grabbing set-up. It was also a suggestion of how futile it is for press agents to get space when there is not enough space available for the important news that newspapers are supposed to present.

★★★Now to sum this whole futility up. Public relationship is a situation created by the facts. Every business has public relations by the very fact of dealing with a public. Every public in its relation to any specific business is a specific public existing only in relation to that business. What the business does, not what it says in print, is the factual basis of its public relationship to its public. The theory that there is a something generic called the public, that this generalized public can be affected by words, and that it is worth while to attempt to create favorable public opinion by verbalism when the public opinion caused by the dealings of the company is adverse, are three of the most absurd concepts that were ever put forward for serious consideration. What most people are talking about when they objectify "public relations" is sheer magic. It is easier to grab a handful of cigaret smoke out of the air than to find anything substantial in any of the sonorous phrases which constitute all of the discussion of public relations.

OF NECESSITY

Get EVER READY'S LABEL BOOK

- See
- EASY ADDRESSING and DIRECT MAIL HELPS
Pages 10, 26, 32
 - SHIPPING LABEL IDEAS
Pages 10 through 25
 - ADVERTISING LABELS... they "ride free"!
Pages 3 to 5, 32, 36, 37
 - PACKAGING LABELS... dress up your product...
Pages 34 and 35
- 48 colorful pages! See what you want... know what you'll pay! Clip the coupon for yours TODAY!

EVER READY LABEL CORP.
157 EAST 25TH ST. NEW YORK, N. Y.

Ever Ready Label Corp., 157 East 25th St., New York, N. Y.

Gentlemen:

Please send your LABEL BOOK for my reference library. I am particularly interested in _____ labels.

Name _____ Title _____

Company _____

Address _____

City and State _____

THEY TRAVEL TOGETHER

and both receive attention at the same time

Your catalog and sales letter, or sample and letter, will travel together and both receive attention at the same time when mailed in a

MONO - POST

TWO-COMPARTMENT ENVELOPE

TOGETHER your catalog (or samples) and letter make an effective sales presentation — SEPARATE no sale! Mail them together in Mono-Posts!



HELP YOURSELF TO INCREASED SALES . . . Clip and Mail this Coupon Today!
CURTIS 1000 INC.



Gentlemen: Send us samples of MONO-POST Envelopes and tell us more about increasing sales through use of Two-Compartment Envelopes.

NAME _____

FIRM _____

ADDRESS _____

CURTIS 1000 INC.

342 Capitol Avenue 1000 University Ave. 181 E. 40th Street
HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, OHIO

For little as \$2 a month you can OWN A HOME AMID ORANGE TREES

Choice Florida property — BOOMPROOF — for your old age. Immediate use arranged. Payments like savings bank deposits.

**Home-acres, any size to suit you,
from one acre to ten acres only.**

In heart of Florida, 20 miles north of lovely Orlando. Only few hours' drive to most everything including fresh-water fishing and salt-water bathing.

**Ideal sunshine. Healthful climate.
Year-round temperature averages
68 to 72.**

Unspoiled country. High-rolling with fine oak and pine. Splendid water. Rich soil. Excellent orange groves on all sides.

**Homeacres, however, sells select
private use only. Not for commercial
fruit growing, farming or any busi-
ness nor any kind of speculation.**

In all-year-round Florida, the mutual protection of a coming community of homes among a multitude with similar tastes, sympathetic ambitions and practically identical investments.

For full particulars, without delay, write to

W. W. DANIELLS • EUSTIS, FLORIDA

HOMEACRES

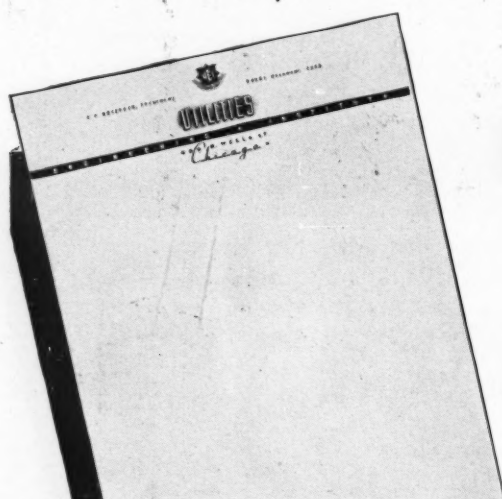
Copyright K. M. G.

★★★ *Abraham Lincoln* said it this way: "If we call a mule's tail a leg, how many legs has a mule?" When his auditor replied "Five," Mr. Lincoln said, "No, a mule has only four legs; calling a tail a leg doesn't make it one."

★★★ A dialectician might insist that when a mule's tail is called a leg it is a conceptual leg, and is just as real as any other leg considered as a concept. That would be a little too deep for me—just as most of the well-meant remarks in this department on the subject of verbalism seem to have been too deep for some of the customers, judging from the nasty letters I get every now and then. But though I shall try to let the subject alone for a while, I am like the fellow in the story who asked for his hat and stick. I still maintain that about 50,000 people who had really mastered such an elementary discussion of verbalism as *Stuart Chase's The Tyranny of Words*, could bring about quite a change in the thinking in this country.

★★★ The most constructive article on advertising I have read in a long time appeared in the March 10 issue of *Department Store Economist*, titled "So We Are Going to Have a Revolution". The article, written by *Louis Blumenstock* and dealing mainly with the function of the department store's advertising department, is nevertheless a sound and inspiring message to advertising men in general. If they would listen to *Louis Blumenstock* they wouldn't be listening to the fellows who think that advertising needs a czar.

★★★ Much advertising would become an investment if it went just a little farther in tying up the exhortation to the action. So I hand it to the *Talon* boys who send out a rubber stamp to buyers, so that if



Where Else Can You Buy LETTERHEADS *Like this* for \$1¹⁰/₁₀₀ a Thousand!

SEND us a sample of your present letterhead and let us quote our mass production price for quality work on any quantity in which you usually buy. We specialize in the lithographing and offset printing of letterheads and circulars employed by mail users. We have a way of giving you what you want at prices that are

surprisingly low. Our Letterhead Clinic will re-design your old letterhead, if you wish, and submit sketches absolutely free and without obligation, together with our quotation.

Find out now about this unusual service. Send us your letterhead and let us quote.

UNIVERSAL LITHO AND STATIONERY CO., Dept. 23,
4311 Diversey Avenue, Chicago, Illinois.



A MAN NAMED MOSS

1861... Fort Sumter fired on by Southern soldiers... Seceding States form Southern Confederacy... a great Civil War rends the nation.

1861... A man named Moss works ceaselessly on... out of money... out of a job... a young wife dependent on him. But she is a smart girl... understanding and far-seeing. And she believes in her husband and her husband's dream. So she melts down her copper utensils to provide metals for further experiment toward commercial perfection of "wood-cut technique on metal plates."

And thus ends the career of John Calvin Moss, photographer. And thus begins the legend of photo-engraving... thus begins the career of modern advertising. For... until this man named Moss came along... wood-cuts were used to illustrate newspapers, books, magazines and other printed matter. And wood-cuts were expensive. So expensive indeed, that the illustrated newspaper was the exception rather than the rule.

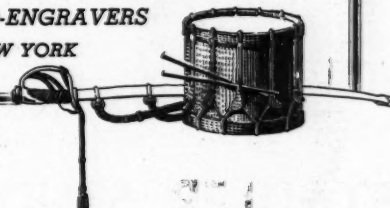
1937... And now, as his monument, seventy-five years later, Pioneer Moss Inc. carries on his tradition... ceaselessly experimenting... ceaselessly striving... ceaselessly producing finer printing plates... better craftsmanship... swifter production... in keeping with the times... in keeping with the dream of this man named Moss.

PIONEER • MOSS INC.

PHOTO-ENGRAVERS

460 WEST 34TH STREET, NEW YORK
MEDALLION 3-0440

Decorated by The Brettell Studios, N.Y.



they believe the advertising, all they have to do is ink the stamp and then hit the order with it. Then the manufacturer reads "Must have TALON Placket Fastener."

★★★Some companies are putting up an interesting poster showing the schematic interior of a human head. The poster is titled "Use Your Head". It's good advice for all of us—and it could be amplified to say: "Use Your Head—and Save Your Arms and Legs and Lungs and Viscera."

Sam Slick

A FOOT BAWL FOR SAM SLICK!

READING EVERY WORD in your extremely valuable *Reporter* has proven to be an enlightening, interesting experience for me. Direct mail advertising has absorbed my attention for many years, and I started to mail bi-monthly house-organs to my patients about a year ago.

Chiropodists are quite accustomed to being called "corn-cutters" by some people, but I was rather surprised at Sam Slick's criticism in the December issue, page 24.

We do not claim to be in the category of Alexis Carrel, but our preparation consists of four years of research, study, and practice of all ailments of the foot, plus their relationship to the rest of the body.

Most Chiropody Schools confer degrees of Doctor of Surgical Chiropody. Most hospitals have Chiropodists on their staffs, who have been acknowledged by the M.D.s as a very valuable adjunct to the treatment of general body diseases. Among the many courses taught at the School of Chiropody, Temple University, are Pathology, Bacteriology, Histology, Materia Medica, Anatomy, Dermatology, Physio-Therapy, Shoe Therapy.

Sam Slick really should not step upon the toes of the Chiropodists, lest he have his own stepped upon.

Dr. Julian Segal

1211 Chestnut Street

Philadelphia, Pennsylvania

Reporter's Note: That's telling him, Dr. Segal. Send me your house magazine.

THE VISITORS GIVE your reporter INSPIRATION!

STEALING "TIME OUT" to say thanks lots for your courtesy and your time during my very pleasant visit with you yesterday afternoon.

Your Direct Mail Center is something you can be proud of, and it will undoubtedly be a source of inspiration to all those visiting it.

Best wishes to you for the complete measure of success your fine work deserves.

Sophie Simon

Edward vom Hofe & Co.

92 Fulton Street

New York, N. Y.

ANOTHER BILL-FOLD USER

WE'VE REPORTED several cases of bill-fold mailings. Here's a new one from Stations WRC and WMAL, Washington, D. C. (operated by N.B.C.) 3¼" x 9" bill-fold made from cardboard, cleverly die-cut and folded. Contains four simulated pieces of paper money—each giving a sales story about "Bigger Money for You" by advertising over these stations. Outside flap carries a filled-in return card. Mailed folded in a 4" x 5½" envelope, 3rd class bulk. Would like to know how many cards returned.

SIZE FOR REPLY CARDS

IT'S IN THE Postal Regulations . . . but so many people call and ask us for the minimum allowable sizes for the Business Reply Cards mailed under Sec. 510, P. L. & R. So here both extremes.

Minimum 2¾" x 4"

Maximum 3-9/16" x 5-9/16"

Must be of thickness or weight equal to a Government stamped card.

TELL IT AND SELL IT WITH PHOTOGRAPHS BY STADLER • CHICAGO

ILLUSTRATIONS, SIR ARE MADE AT 62 EAST LAKE STREET.

YES, MADAM — CALL CENTRAL 1430 FOR ALL DEPARTMENTS.

OUR NEW STUDIO IS AIR CONDITIONED THROUGHOUT.

YES SIR—STADLER SERVICE IS BETTER THAN EVER.

DIRECT COLOR PHOTOGRAPHY? SIR, WE HAVE THE LATEST EQUIPMENT FOR THAT!

CERTAINLY—QUANTITY ORDERS ARE STILL HANDLED AT OUR WABASH AVENUE STUDIO.

NO SIR—WE DIDN'T MOVE—MERELY EXPANDED.

THIS LAYOUT IS MADE UP FROM STADLER PHOTOFILM STOCK SUBJECTS

STADLER STUDIOS 62 EAST LAKE STREET **CHICAGO**
TELEPHONE: CENTRAL 1430

BURLAND

NEW YORK'S LARGEST COMPLETE PLANT

invites you to consult us

for

LITHOGRAPHY

LETTER PRESS

OFFSET PRINTING

SILK SCREEN

WINDOW DISPLAYS

ALL DIRECT MAIL

at

VERY FAIR PRICES

BURLAND PRINTING COMPANY, INC.

Lithographers and Printers

53 ROSE STREET

★

BEekman 3-7060

★

NEW YORK CITY

DEPENDABLE SERVICES

ARTIST

Cartoons and Humorous Sketches for Advertising

Original ideas for direct mailing, trade publications, house magazines, advertising agencies, drawn in the modern manner by a nationally known comic artist.

EGDON H. MARGO

2160 Holland Ave., New York City

MAIL ADVERTISING SERVICE

QUALITY plus SERVICE

has been the watchword of

The B. Brown Associates

Twenty-one years experience serving "hard to please" direct mail advertisers. Complete direct mail campaigns, or any part of them. Addressing (typewriter, handwriting, Addressograph) Multigraphing. Flat Bed Processing. Imprinting. Letters filled-in perfectly. Folding, enclosing and mailing.

The B. Brown Associates, Inc.

480 Lexington Ave., New York, N. Y.
Wickersham 2-7380

MAILING LISTS

Boyd's City Dispatch, Inc.

EDGAR J. WILLIAMS, Pres.

114 East 23rd St., New York, N. Y.

*GRamercy 5-4600

MAILING LISTS:

Trade, Professional, Residential.
Men and Women of Wealth.
Manhattan, Metropolitan Area,
all parts of U. S.
Established 1830.

WHO REACHES FOREIGN PROSPECTS?

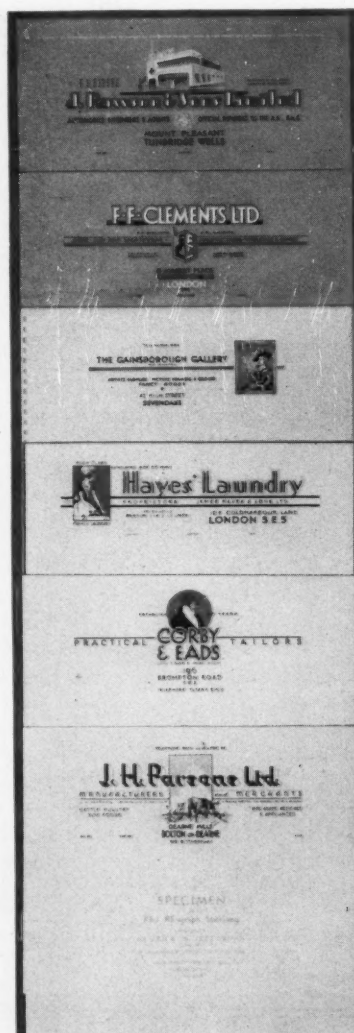
WE ARE DESIROUS of contacting some one specializing in direct mail advertising to foreign buyers, preferably dealers in office supplies, notions, and general merchandise.

Some one that combines our advertising with that of non-conflicting other American manufacturers, completely going to foreign prospects.

Reporters' Note: Here is a letter just received by your reporter. It comes from a reputable manufacturer of Elastic Bands. We delete name, but will forward all information received to our correspondent.

SUN NEVER SETS ... on a British Letterhead

YOUR REPORTER reproduces here (absence of color kills them) a few of the letterheads just received from Kenrick & Jefferson, Limited, 22 St. Andrew Street, London, E.C. 4, England... factory at Westbromwich, England. Kenrick & Jefferson have eighteen branch offices in England, with numerous other agencies. There are fifteen overseas offices. It is possibly the largest (in number of customers) letterhead plant in the world. The designs may seem different—but in workmanship and process they are without equal. High glaze embossing, dry embossing, delicate border lines. We intend to make an exhibit of them... together with the best of American letterheads... in the Direct Mail Center. Those of you who think you have the best... send them in. Nothing goes up with less than 100% ranking.



CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.

ADVERTISING AGENCIES

Sell your product through agents, mail order. Advertise newspapers, magazines. Publishers' rates. Snappy layout your inch advertisement \$1. Martin Advertising Agency, 171P Madison Ave., New York.

FOR SALE

Model 3400-B Addressograph Electric Automatic feed newspaper marginal addresser for B plates. Has not been used. Contact DAV, 2840 Melrose Ave., Cincinnati, Ohio.

HOUSE MAGAZINES

Contact customers and prospects with 2-color, 6 x 9 monthly house organ that develops immediate business. Something you'll be proud to send out under your name. Large space for advertising. A proven sales builder. Lowest prices, 500 copies, \$10; 1M, \$15. Get sample. Crier Publ., 1840 E. 87th St., Cleveland, Ohio.

MAILING LISTS

Ask for our Catalog of Mailing Lists: 6270 different classifications listed; number in each and price shown. If interested, ask for our Stockholders and Bond Buyers Price List, 1,600,000 Stockholders in over 1,000 corporations. TRADE CIRCULAR ADDRESSING CO., Inc., Established 1880, 219½ West Madison Street, Chicago, Illinois. Franklin 1182.

ARE YOU INTERESTED? The names and addresses of Owners of buildings in Chicago and suburbs are now available for less than ½ a cent a name. Comprising the wealth and buying power of one of the greatest markets in the country. For Sales Promotion this Property Owners Index will prove invaluable. THE CHICAGO REAL ESTATE INDEX CO., 308 W. Washington Street, Chicago, Ill.

PHOTO-OFFSET

MORE "SIZZLE" FOR LESS MONEY with photo-offset for every conceivable type of illustrated direct-mail literature! Dispenses with typesetting and engraving costs altogether; reproduces halftone proofs or line drawings at no extra cost. Typical example: 500 sales letters on 20 lb. bond paper, including letterhead, illustration copy, signature, \$2.63 complete; additional hundreds only 22c. Even lower prices on quantity orders. Write for free samples. LAUREL PROCESS, 480 Canal St. N. Y. C.

SALES LETTERS

LESTER MEYERS, sales letter specialist with diversified experience is still writing sales letters that produce "mighty oaks from little acorns." 112 East 17th St., New York. Phone GRamercy 3-1833.

Letters worded to sell anything worth buying. Name your business and request evidence and estimates. Jed Scarboro, 10 Westmore Ave., Maplewood, N. J.

STOCK CUTS

LITTLE BLACK CUTS, inexpensive, punch in ads. and printed matter. Send address. Harper's, 283-a East Spring, Columbus, Ohio.

D S

lines.

mail
azines.
r inch
rtising
rk.

c Au-
dresser
contact
Ohio.

ith 2-
at de-
ething
your
g. A
s, 500
Crier
hio.

6 270
ber in
ask for
Price
1,000
R AD-
1880.
o, Illi-

names
ings in
ble for
ing the
of the
r Sales
ex will
REAL
ashing

ONEY
le type
Dis-
ing costs
oofs or
Typical
b. bond
stration
ditional
ices or
amples
al St.

pecialis
writing
ty oak
St., Ne

th buy
uest ev
10 Wet

ive, pu
r. Send
ing, Co